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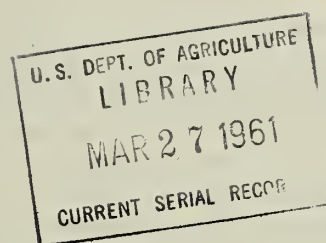
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CONSUMER PURCHASES OF

SELECTED FRUITS AND JUICES

MAY 1960



CPFJ-103

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

August 1960

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
May 1960

By Clive E. Johnson
Market Development Research Division
Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4 week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Frozen concentrated orange juice, chilled orange juice, canned orange juice, canned orange drink, and pineapple-grapefruit drink were bought in substantial volume by home consumers in May 1960. Purchases of canned orange juice and canned grapefruit sections were up sharply from the low levels of a year earlier. Pineapple and prune juices were bought in about the same quantity as the relatively low volumes of May 1959. On the other hand, purchases of tomato juice, miscellaneous canned juices, miscellaneous frozen concentrated juices, fresh oranges, and fresh grapefruit fell 12 to 16 percent. Purchases of canned grapefruit juice remained near the lows for the product.

The proportion of families buying canned grapefruit juice and pineapple juice dropped to new lows, and the proportions buying prune and tomato juices were also off considerably.

FROZEN AND CHILLED JUICES

EXPENDITURES FOR FROZEN ORANGE JUICE AT NEW MAY PEAK Household consumers bought 5.2 million gallons of frozen concentrated orange juice in May 1960, 29 percent more than a year earlier. Except for May 1957, when purchases climbed to the alltime peak of 6.3 million gallons, this was the heaviest movement reported for the month. ¹/ Retail prices averaged 18 cents per 6-ounce can, 2.7 cents less than the relatively high price a year earlier, but 4 cents more than in May 1957. Consumer expenditures amounted to \$20 million for the month to surpass the previous high of May 1957 by 6 percent.

An average of 7.7 cans was purchased by the 27.7 percent of families that bought the concentrate, compared with 6.9 cans by 24.8 percent of families in May 1959. Comparative figures for May 1957 were 8.9 cans purchased per buying family and 30.8 percent of families buying.

¹/ Monthly data in this report are for 28-day periods to facilitate comparisons.

Cumulative purchases for the season, October 1959-May 1960, totaled about 41.7 million gallons (28-day periods). This was the largest quantity yet reported for this 8-month period. The average size of purchase during these months was about the same as in 1954-57; however, the proportion of families buying was below the level then prevailing. Thus the gain in sales is apparently associated with the increase in population. (See table, page 12, and figure, page 25.)

Production of frozen orange concentrate for the 1959-60 season is down about 2 percent from the peak volume of 1958-59, but is 8 percent or more above earlier years.

MISCELLANEOUS
CONCENTRATES
OFF 12 PERCENT

Consumer purchases of miscellaneous frozen concentrated juices continued to lag behind earlier years. May purchases at 649,000 gallons were 12 percent below a year earlier, and total purchases for the season were 15 percent below the corresponding months of the preceding season and 18 percent below 2 years earlier. May prices, which held at the April level of 18.5 cents per 6-ounce can, were 0.6 cent less than in the same month of 1959. (See table 12, page 19.)

CHILLED ORANGE
JUICE UP 18
PERCENT

Retail sales of chilled orange juice jumped to 2.3 million gallons in May to equal the peak volume of March 1958. Consumption increased over April as against the decline reported for frozen orange concentrate and canned orange juice. Prices continued the decline begun in October 1959, and the May average of 37.3 cents per quart was the lowest for more than 2 years. The gain in sales over a year earlier was associated with more families buying and a larger average size of purchase. (See table, page 13.)

CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE
UP FROM LOW
1959 LEVEL

Retail sales of canned orange juice continued to decline in May in contrast to the pre-freeze seasonal pattern. The 782,000 cases bought, however, were well above the unusually low level of a year earlier. ^{2/} Purchases for the season beginning October 1959 were also moderately greater than in the same period of 1958-59. The quantity of canned orange juice produced in Florida in 1959-60 was 14 percent greater than in the preceding season when production was the lowest for many years. May prices averaged 38 cents per 46-ounce can, or 6.5 cents less than in May 1959. Family purchases were up 15 percent to 2.1 cans for the month, and there was a good gain in the proportion of families buying. (See table, page 14.)

^{2/} Canned juices and canned fruit drinks are reported in equivalent cases of 24 No. 2 cans...432 ounces per case.

PROPORTION OF
FAMILIES BUYING
GRAPEFRUIT JUICE
FALLS TO NEW LOW

Only 5 percent of the Nation's families bought canned grapefruit juice in May, the smallest proportion reported for any month in the 11 years these data have been obtained. Purchases totaled 583,000 cases, not much different from the immediately preceding months, but substantially less than the heavy May 1959 volume. Despite the lowest volume of production in many years canner's inventories are greater than a year ago. The 31.3 cents paid per 46-ounce can was 2.5 cents higher than a year earlier, but was about the same as in most months since that time. Buying-family purchases averaged 2.2 cans, almost the same as a year earlier (See table, page 15.)

PROPORTION
BUYING PINEAPPLE
JUICE ALSO AT
RECORD LOW

About 8.5 percent of the Nation's families bought pineapple juice in May, a decline of nearly 1 percentage point from the same month of 1959. The proportion buying pineapple juice, as for grapefruit juice, was the smallest reported in the 11 years that these data have been available. The average family purchase, however, was up 14 percent from a year earlier to 2 cans (46-ounce) per buying family. Total purchases amounted to 940,000 cases, about the same as in May 1959. Retail prices dropped to 30.7 cents per can, the lowest for more than a year. (See table, page 16.)

PROPORTION
BUYING PRUNE
JUICE FALLS TO
7-YEAR LOW

A little less than 6 percent of the Nation's families bought prune juice in May, the smallest proportion buying since 1953. The average size of purchase per buying family, however, at 2.4 quarts, was 9 percent more than a year earlier. As a result, total purchases held at about a half-million cases, the same as in the preceding month or in May 1959. Prices at 43.9 cents per quart were also steady. Production of prunes in California in 1960 is indicated at 6 percent less than the relatively small volume of a year earlier and 15 percent below average. (See table, page 17.)

PROPORTION
BUYING TOMATO
JUICE DOWN

Retail movement of tomato juice at 1.6 million cases, was only about 88 percent as great as a year earlier. The 15 percent of families that bought was near the lowest reported in this 11-year series. The average family purchase also was smaller than a year earlier. Tomato juice prices averaged 27.4 cents per 46-ounce can, 1.8 cents higher than a year earlier. (See table, page 18.)

MISCELLANEOUS
JUICES DOWN
9 PERCENT

About 1.5 million cases of miscellaneous canned single-strength juices were bought in May, a 9-percent drop from the same month of 1959. Purchases for the season beginning with October 1959 were also down by about the same amount. Nearly 18 percent of the Nation's families used these products during the month. The average purchase of 1.5 cans (46-ounce) per buying family was made at a price of 37.3 cents per can. (See table 11, page 19.)

SINGLE-STRENGTH
JUICES OFF 8
PERCENT IN TOTAL

Purchases of canned single-strength juices in the aggregate were off 8 percent from May 1959. The total for the season was down nearly as much. About 41 percent of families bought canned juices in May, a drop of several percentage points from the first months of the year. In preceding seasons, however, the proportion buying in May was up a little from earlier months. On the average, a buying family bought 2.6 cans (46-ounce) of canned single-strength juices, compared with the purchase of 2.9 cans of fruit drinks. (See table 11, page 19.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

LOW SEASONAL
GAIN FOR
ORANGE DRINK

Prices paid for canned orange drink increased slightly over April to 29.9 cents per 46-ounce can, in contrast to the usual April-May decline and to the decrease in prices for most other products. Purchases amounted to 563,000 cases, an unusually small gain over the preceding month, but a substantial gain over the low May 1959 volume. Purchases in May 1959 dropped to an abnormally low level when prices jumped 1.4 cents to 31.7 cents per can, the highest reported in the 7-year series. The gain in sales over a year earlier resulted from a modest increase in the proportion of families buying, along with a heavy increase in the average family purchase, which, at 2.7 cans, was close to the highest of record. (See table, page 20.)

PINEAPPLE-
GRAPEFRUIT DRINK
UP 7 PERCENT,
PRICES AT NEW LOW

The retail price of pineapple-grapefruit drink declined to 27.9 cents per 46-ounce can in May, the lowest reported since mid-1957. Sales were up 7 percent from May 1959 to 1.2 million cases; nevertheless, movement was down from the preceding month in contrast to the usual April-May increases. Buying family purchases rose 15 percent to 2.5 cans; however, much of that gain was offset by a decline of 1 percentage point in the proportion of families buying. (See table, page 21.)

GOOD SEASONAL
GAIN FOR
MISCELLANEOUS
FRUIT DRINKS

About 1.7 million cases of miscellaneous fruit drinks were bought for consumption in the home during May 1960--a 19-percent gain over April, and the heaviest volume of purchases since mid-1959, when these data were first obtained. The heavier volume was attributed to a rise of 2 percentage points in the proportion of families buying. Prices charged for these products were down 1 cent from April to 34 cents per 46-ounce can, to continue the decline begun in late 1959. (See table, page 19.)

21 PERCENT OF
FAMILIES BUY
CANNED FRUIT
DRINKS

About 3.4 million cases of canned fruit drinks were bought in total by householders, compared with 3.1 million cases in the preceding month. Data are not available for a year earlier. The gain resulted from an increase in the proportion of families buying from 19 to 21 percent. The average family purchase was 2.9 46-ounce cans.

FRESH AND CANNED FRUIT

ORANGES DOWN 12 PERCENT

About 32 percent of the Nation's families bought oranges in May, the smallest proportion reported for the month since this series was begun in 1949. Purchases totaled 1.7 million boxes, 12 percent less than in the corresponding month of a year earlier. Total purchases for the season, however, were up moderately from 1958-59. Movement of the relatively large Florida crop to the fresh market neared completion during the month. California crops are substantially smaller than in the preceding season. Prices of oranges at retail dropped 2.4 cents from the high April level and at 51.3 cents per dozen were almost the same as in May 1959. (See table, page 22.)

FRESH GRAPEFRUIT DOWN 16 PERCENT

About 1.2 million boxes of fresh grapefruit were bought at retail in May, a drop of 16 percent from the same month of 1959. The grapefruit crop was about 5 percent smaller than in 1958-59, reflecting lower production in Florida, the principal producing area, but heavier crops were produced in other States. However, as about 47 percent of the Florida crop was processed, compared with 52 percent in 1958-59, a greater quantity of grapefruit was available for fresh use, and cumulative household purchases for the season beginning October 1959 were the largest since 1955-56. Only 18 percent of families bought the fruit in May, the smallest proportion reported for this month. Purchases per buying family at about 9 grapefruit were also on the low side. Retail prices averaged \$1.07 per dozen, 13 cents more than in April and 6 cents more than in May 1959. (See table, page 23.)

GRAPEFRUIT SECTIONS UP

Purchases of canned grapefruit sections amounted to 237,000 cases in May for a substantial gain over a year earlier, when buying was the lowest reported in this 4-year series. ^{3/} The greater volume was the result of an increase in the size of purchase per buying family, which at 3.8 No. 303 cans, was about the largest yet reported. Prices paid by consumers at 20.5 cents per can were 0.4 cent less than a year earlier. (See table, page 24.)

^{3/} Equivalent cases of 24 No. 2 cans...480 ounces per case.

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, May 1960 and 1959

Commodity	Total purchases			Purchases per buying family			Families buying		Average price paid per actual unit	
				Number			May 1960 : May 1959			
	May 1960	May 1959	Change, 1960-59	Number	May 1960	May 1959	Percent	Percent	Unit	May 1960 : May 1959
	1,000	1,000			Ounces	Ounces	Ounces	Percent	Cents	Cents
FROZEN CONCENTRATED JUICES:	gallons	gallons	Percent	Number	Number	Number	Number	Percent	Percent	Percent
Orange	5,213	4,131	26	2.1	2.1	2.1	22.1	19.6	6-oz.	18.0
Miscellaneous	649	740	-12				14.8	14.0	6-oz.	18.5
Total	5,862	4,871	20	2.4			18.5			
CHILLED ORANGE JUICE	2,277	1,925	18	3.0	3.1	3.1	39.0	36.9	32-oz.	37.3
	1,000	1,000								41.4
CANNED SINGLE-STRENGTH JUICES:	cases 1/	cases 1/								
Orange	782	650	20	1.7	1.6	1.6	56.4	52.3	46-oz.	38.0
Grapefruit	583	882	-34	1.4	1.4	1.4	71.1	70.3	46-oz.	31.3
Pineapple	940	926	2	1.5	1.4	1.4	61.9	58.3	46-oz.	30.7
Prune	544	536	1	1.9	1.8	1.8	40.5	39.2	32-oz.	43.9
Tomato	1,630	1,846	-12	1.5	1.5	1.5	61.4	66.3	46-oz.	27.4
Miscellaneous 2/	1,453	1,598	-9	1.7			39.4		46-oz.	37.3
Total	5,932	6,438	-8	2.3			52.3			
CANNED SINGLE-STRENGTH DRINKS:										
Orange	563	461	22	1.5	1.5	1.5	83.0	72.2	46-oz.	29.9
Pineapple-grapefruit	1,158	1,079	7	1.4	1.4	1.4	82.1	71.4	46-oz.	27.9
Miscellaneous fruit	1,676			1.7			66.7		46-oz.	34.0
CANNED GRAPEFRUIT SECTIONS	237	200	18	1.6	1.4	1.4	38.0	34.1	16-oz. 3/	20.5
	1,000	1,000								20.9
FRESH FRUIT:	boxes	boxes								
Oranges	1,735	1,976	-12	1.9	2.1	2.1	12.0	12.0	Doz.	51.3
Grapefruit	1,160	1,383	-16	1.9	2.1	2.1	4.8	4.9	Doz.	107.3
										101.4

1/ Equivalent cases of 24 No. 2 cans. 2/ Current month includes lemon juice which previously was reported separately. 3/ Equivalent No. 303 can.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.	2,751	2,623	3,789	3,016	618	484	370	378	7,528	6,501
Mar.	2,419	2,465	3,883	2,970	559	416	382	355	7,243	6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.	2,097	2,466	3,619	2,980	485	440	363	346	6,564	6,232
May	1,735	1,976	3,503	2,768	457	389	394	343	6,089	5,476
Jun.		1,401		2,724		357		311		4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

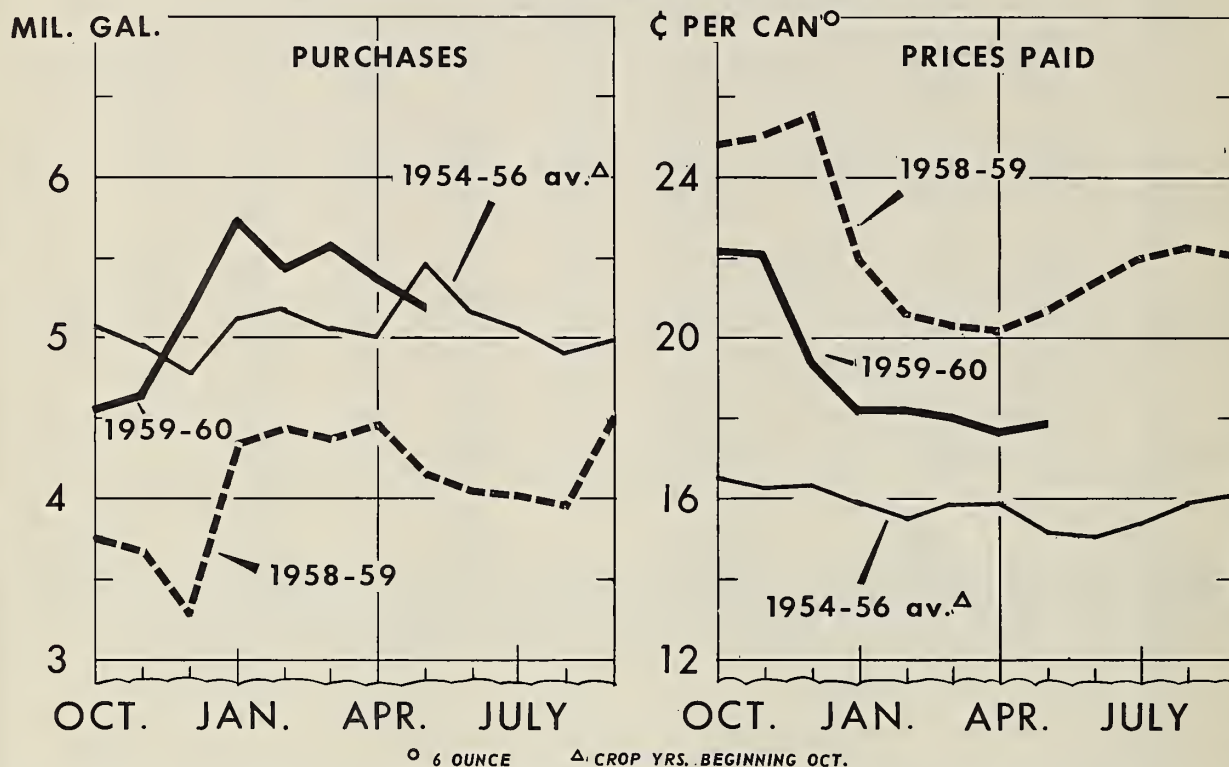
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.	2,414	2,376	485	432	153	159	3,052	2,967
Mar.	2,384	2,178	442	505	144	144	2,970	2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.	1,874	1,958	417	647	153	167	2,444	2,772
May	1,160	1,383	432	648	165	144	1,757	2,175
Jun.		774		523		168		1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.		312		495		199		1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645- 60(7) AGRICULTURAL MARKETING SERVICE

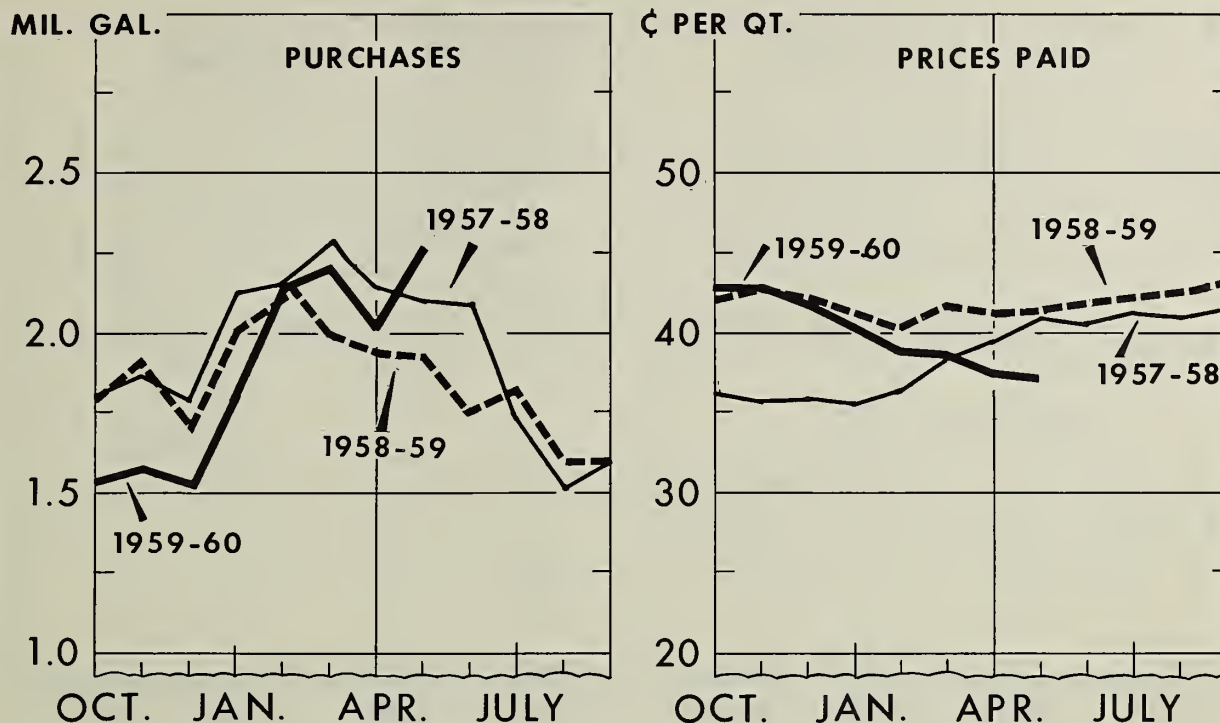
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.		11,465	15,902						
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.	5,444	4,436	5,179	28.1	26.2	28.0	18.2	20.5	15.5
Mar.	5,579	4,367	5,043	27.8	26.1	26.7	18.1	20.3	15.8
Oct.-Mar.		25,707	32,579						
Apr.	5,385	4,448	5,006	28.3	25.8	25.2	17.8	20.2	15.8
May	5,213	4,131	5,441	27.7	24.8	24.2	18.0	20.7	15.2
Jun.		4,066	5,147		25.9	23.5		21.3	15.1
Oct.-Jun.		39,221	49,479						
Jul.		4,018	5,061		24.5	22.9		22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season		52,870	65,680					22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60 (7) AGRICULTURAL MARKETING SERVICE

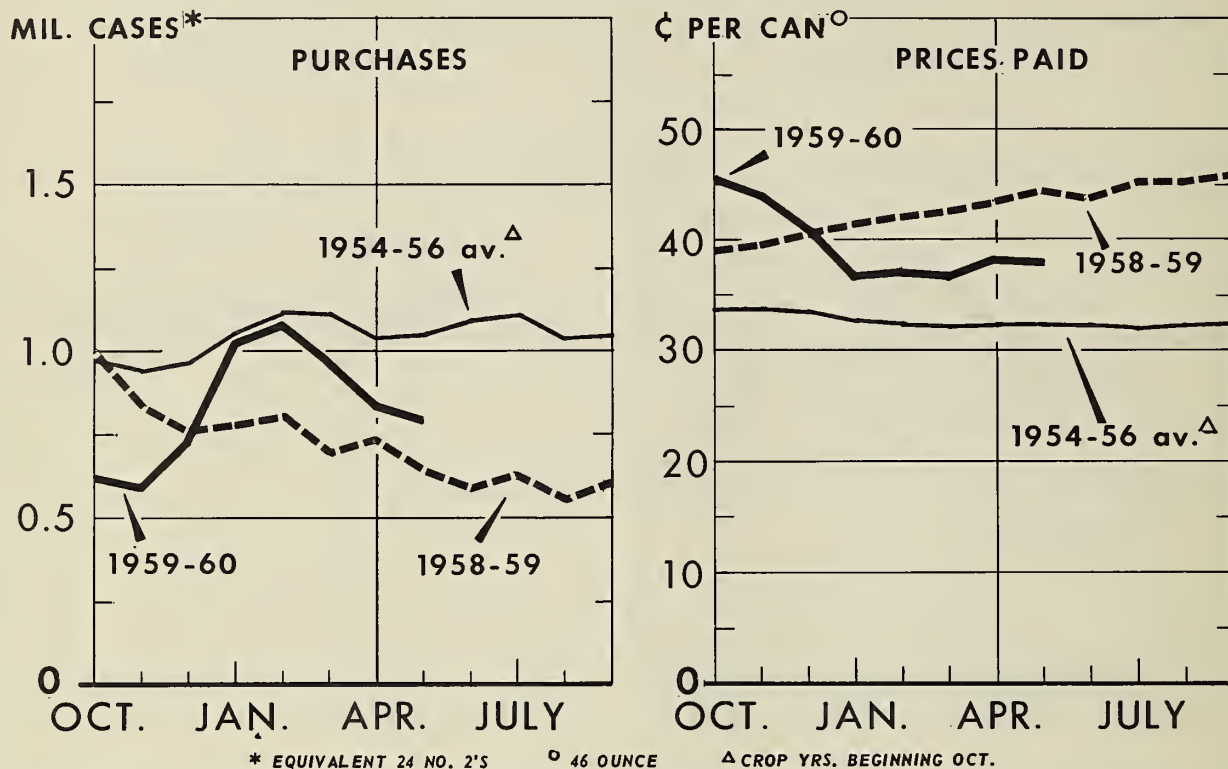
Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.	2,153	2,124	2,163	5.1	4.8	4.7	38.8	40.2	36.4
Mar.	2,220	1,993	2,277	4.7	4.4	4.8	38.7	41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.	2,099	1,942	2,147	4.4	4.1	4.4	37.5	41.2	39.6
May	2,277	1,925	2,099	4.7	4.1	4.2	37.3	41.4	40.9
Jun.		1,748	2,087		3.9	4.0		41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.		1,815	1,714		4.0	3.4		42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649- 60 (7) AGRICULTURAL MARKETING SERVICE

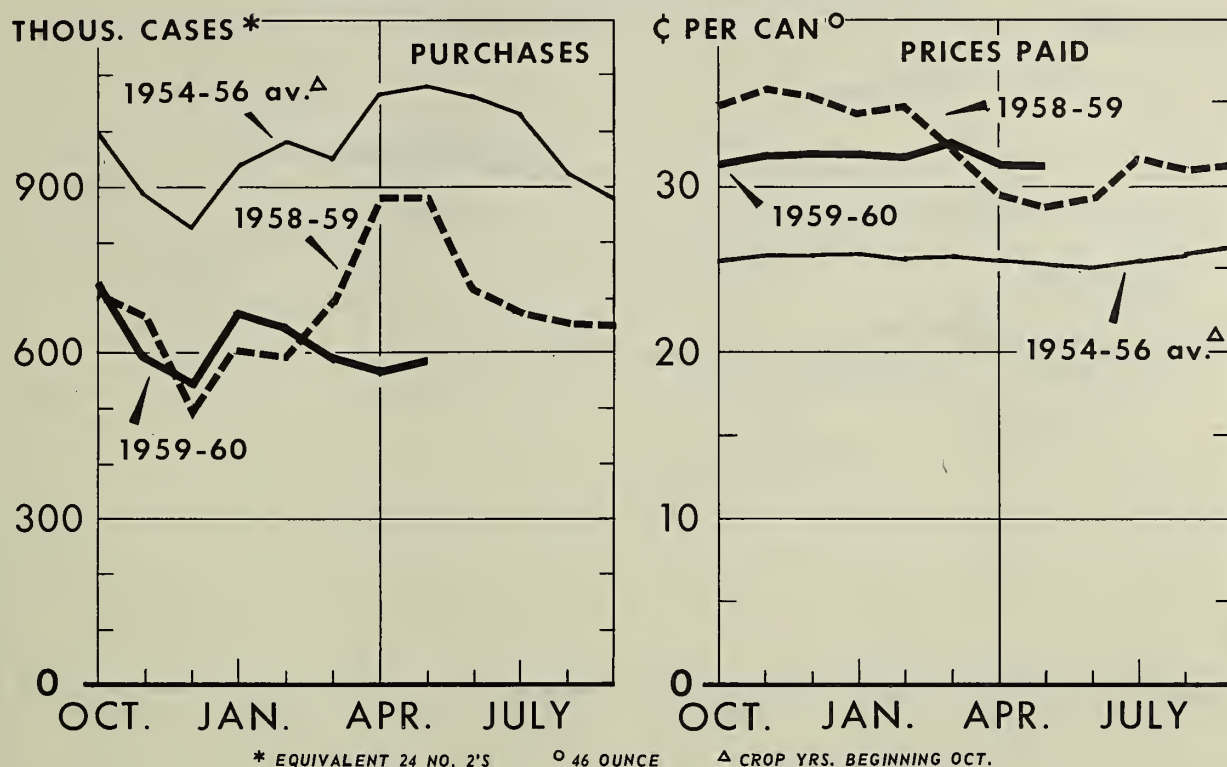
Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.	1,066	806	1,118	9.9	8.0	11.0	37.0	42.2	32.3
Mar.	964	694	1,113	7.9	6.7	11.8	36.7	42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.	831	734	1,033	7.0	7.0	11.4	38.2	43.5	32.4
May	782	650	1,046	6.8	6.3	11.0	38.0	44.5	32.3
Jun.		596	1,087		6.2	11.0		44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60 (7) AGRICULTURAL MARKETING SERVICE

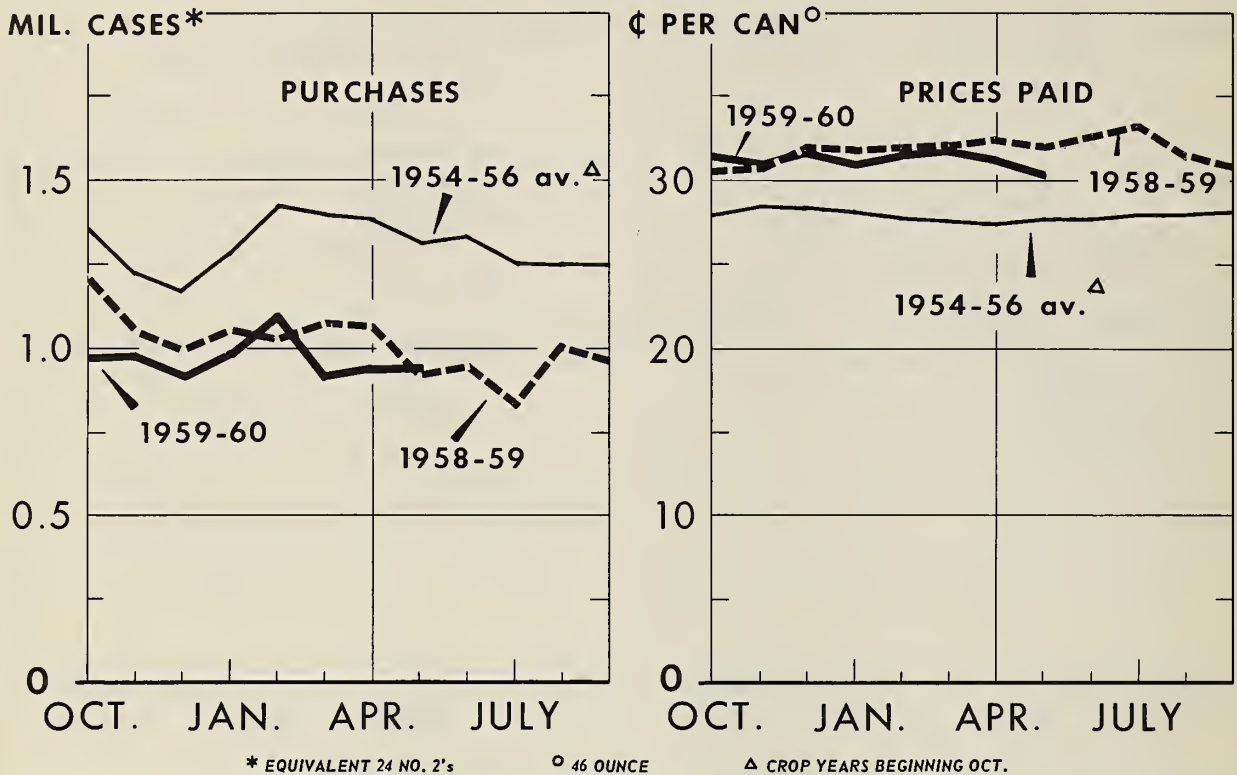
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.	647	590	983	5.7	5.7	7.7	31.7	34.8	25.7
Mar.	589	689	950	5.5	6.5	6.9	32.7	32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.	563	880	1,069	5.3	7.3	7.8	31.5	29.6	25.7
May	583	882	1,083	5.0	7.5	7.4	31.3	28.8	25.4
Jun.		712	1,063		6.3	7.2		29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548- 60 (7)

AGRICULTURAL MARKETING SERVICE

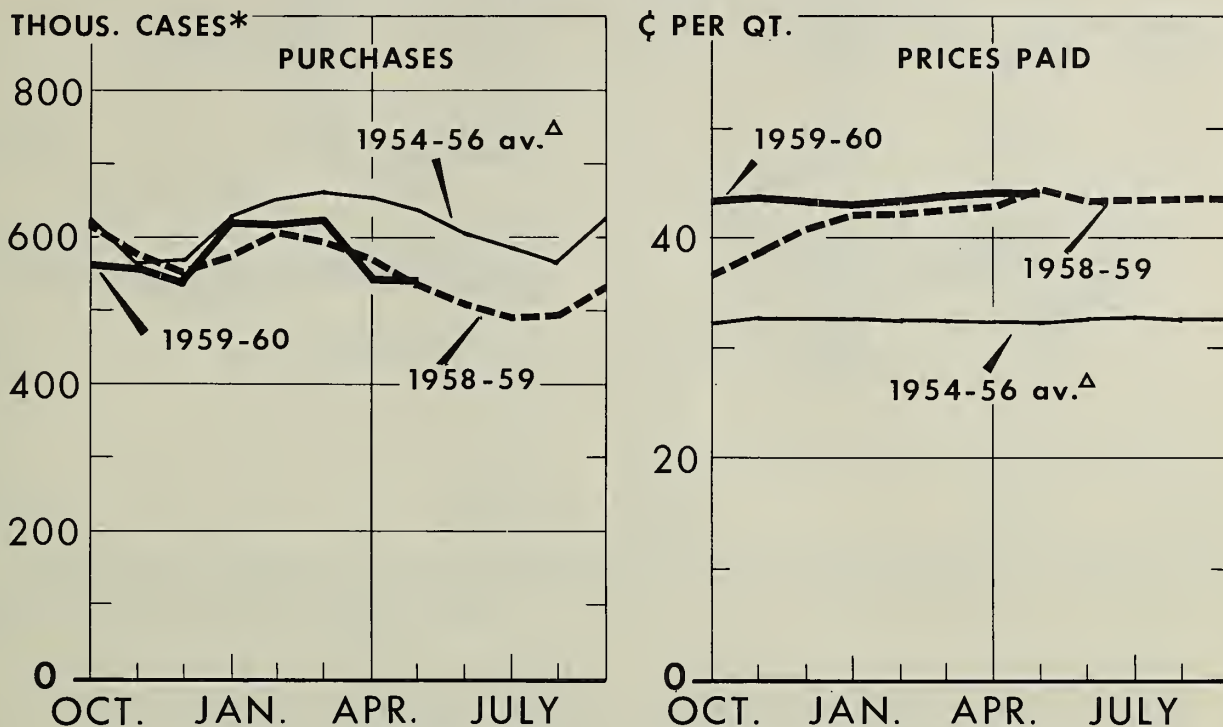
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period ^{1/}	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1959-60	1958-59	1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1956-57
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.	1,099	1,029	1,424	10.5	10.0	12.4	31.5	32.1	27.7
Mar.	915	1,079	1,400	8.6	10.4	12.4	31.8	32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.	933	1,066	1,388	8.7	10.6	11.8	31.1	32.5	27.4
May	940	926	1,312	8.5	9.3	12.6	30.7	32.1	27.7
Jun.		941	1,335		9.4	12.3		32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2'S

Δ CROP YRS. BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-60 (7)

AGRICULTURAL MARKETING SERVICE

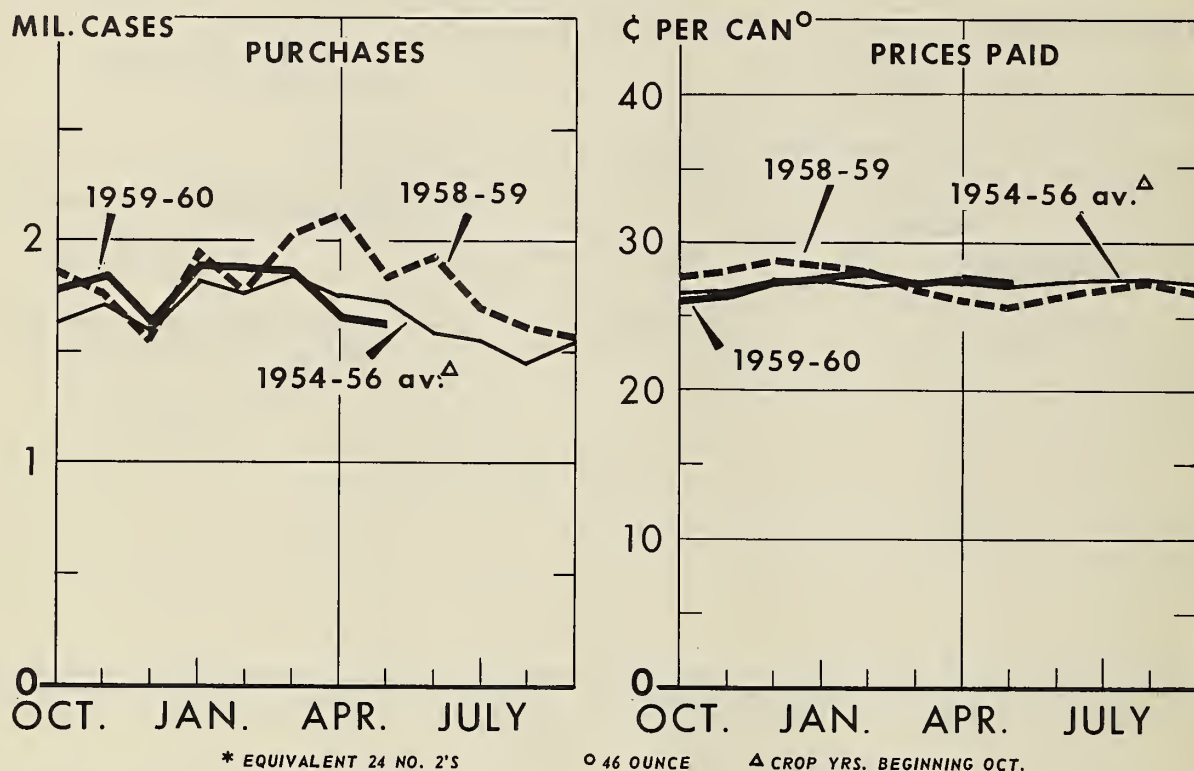
Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.	618	608	651	7.5	7.3	7.5	43.4	42.3	32.7
Mar.	624	596	660	7.3	6.9	7.6	43.7	42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.	545	572	653	6.5	6.9	7.4	43.9	42.9	32.4
May	544	536	636	5.8	6.3	7.0	43.9	44.2	32.4
Jun.		507	603		6.0	6.7		43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.		492	585		6.3	6.8		43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653-60(7) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.	1,875	1,795	1,773	17.8	17.6	18.1	27.9	28.0	27.0
Mar.	1,865	2,033	1,846	17.1	18.1	18.1	27.3	26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.	1,658	2,127	1,755	15.7	18.5	18.6	27.6	26.0	27.2
May	1,630	1,846	1,715	15.0	16.0	17.4	27.4	25.6	27.0
Jun.		1,933	1,593		16.9	17.1		26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.		1,712	1,553		15.0	17.2		26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January	1,397	1,547		6,591	6,527	
February	1,456	1,571		6,761	6,399	
March	1,460	1,536		6,417	6,627	
April	1,414	1,476		5,944	6,855	
May	1,453	1,598		5,932	6,438	
June		1,508	1,694		6,197	6,122
July		1,378	1,616		5,712	5,706
August		1,280	1,494		5,610	5,390
September		1,244	1,305		5,561	5,202

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

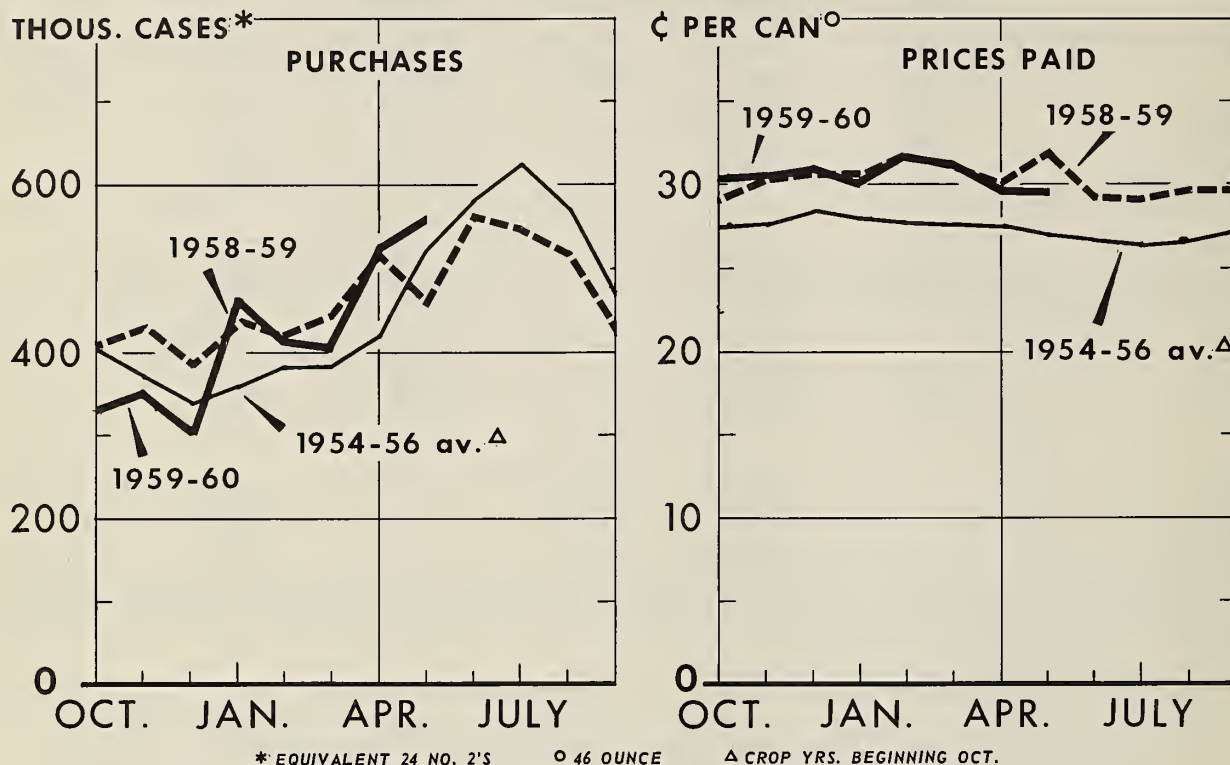
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/			
	Purchases		Prices paid per 6 ounce can		Purchases		Prices paid per 46 ounce can	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 4/	1,000 cases 4/	Cents	Cents
October	728	801	19.4	19.5	1,199		36.0	
November	506	791	19.9	19.9	1,144		36.1	
December	466	707	20.1	20.3	1,101		35.3	
January	629	642	18.9	19.7	1,215		35.8	
February	717	655	18.9	19.6	1,323		35.5	
March	607	690	18.6	19.7	1,294		35.4	
April	641	756	18.5	19.4	1,406		35.0	
May	649	740	18.5	19.1	1,676		34.0	
June		801		18.9				
July		734		18.9		1,795		31.2
August		670		19.0		1,680		31.4
September		625		19.2		1,425		32.0

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60(7)

AGRICULTURAL MARKETING SERVICE

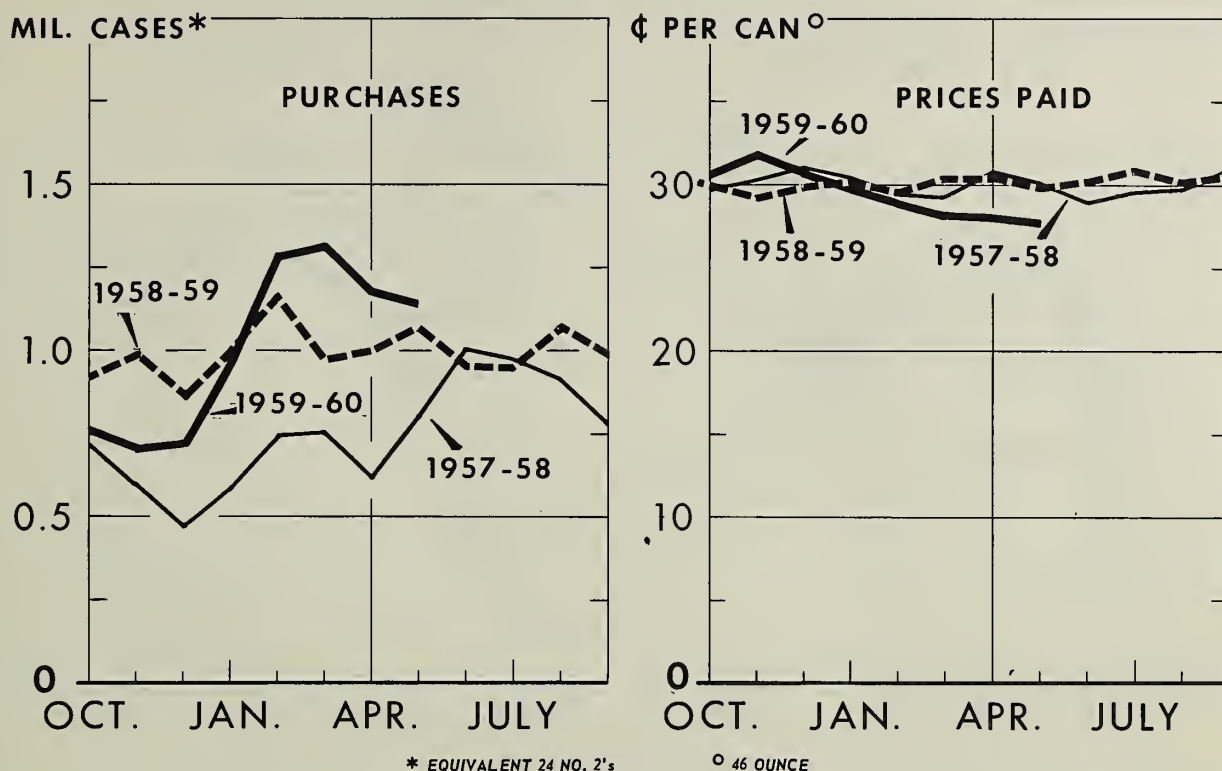
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.	414	421	383	3.6	3.3	3.2	31.5	31.5	27.8
Mar.	404	444	385	3.3	3.7	3.2	31.2	31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.	524	517	420	3.7	4.0	4.4	29.8	30.3	27.5
May	563	461	524	3.8	3.6	3.7	29.9	31.7	27.0
Jun.		568	581		4.2	4.1		29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60 (7)

AGRICULTURAL MARKETING SERVICE

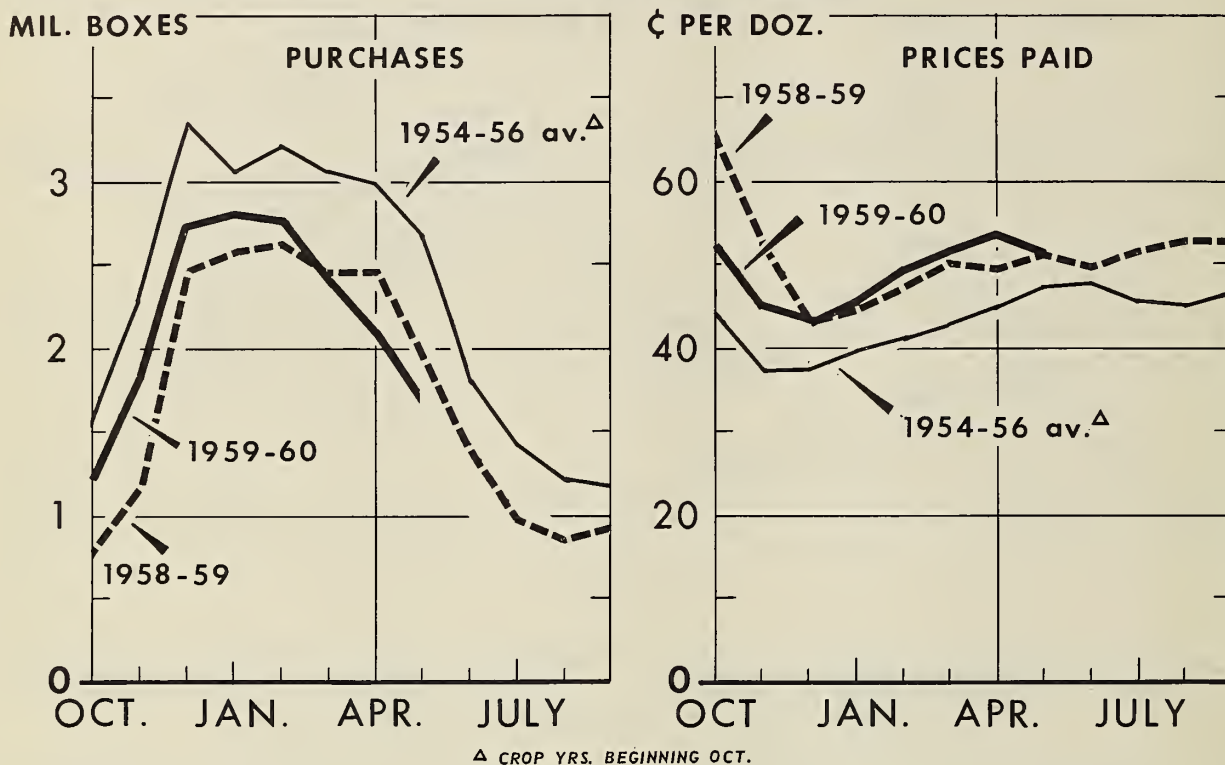
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.	1,290	1,169	748	9.1	9.9	6.9	29.1	29.7	29.6
Mar.	1,322	973	755	9.4	8.6	6.9	28.3	30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.	1,176	1,000	621	8.4	8.5	6.3	28.1	30.5	30.9
May	1,158	1,079	808	8.4	9.4	7.3	27.9	29.9	30.2
Jun.		963	1,068		8.1	9.2		30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655- 60 (7) AGRICULTURAL MARKETING SERVICE.

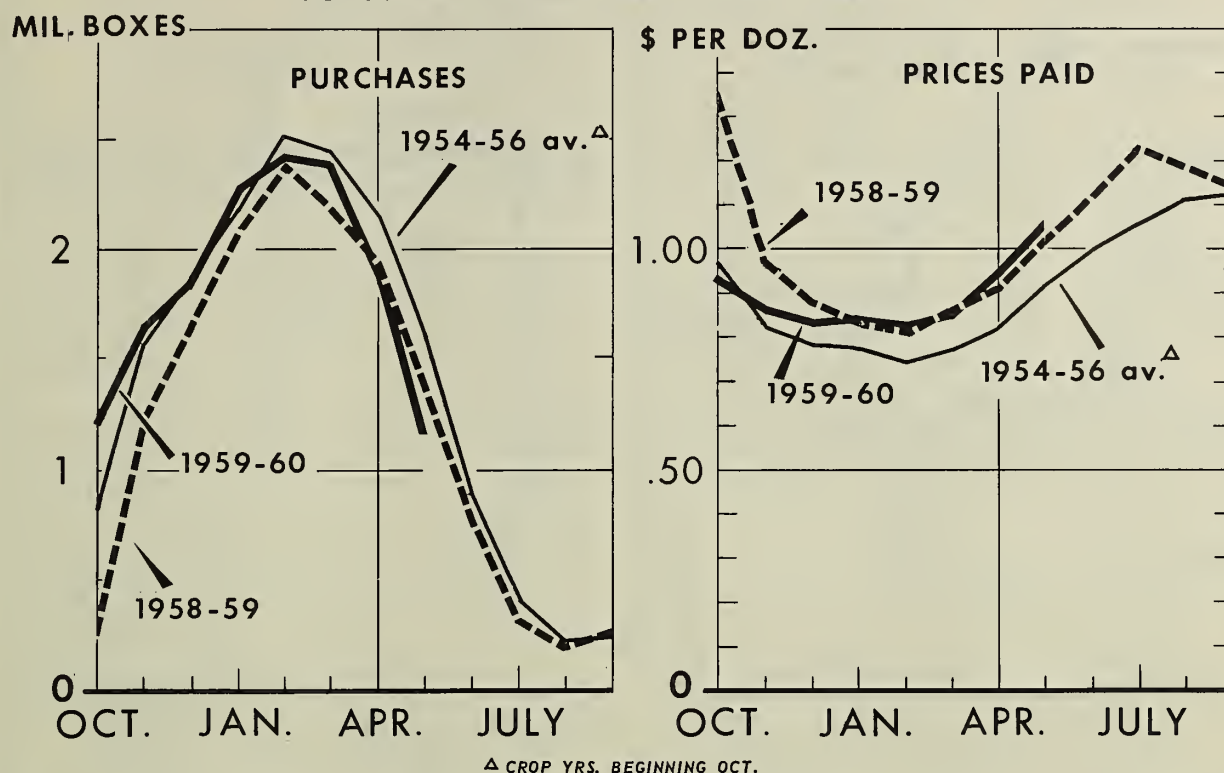
Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.	2,751	2,623	3,214	43.4	42.8	44.0	49.6	46.6	40.9
Mar.	2,419	2,465	3,059	40.6	40.5	39.7	51.8	50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.	2,097	2,466	2,986	36.7	38.2	33.7	53.7	49.9	44.8
May	1,735	1,976	2,682	31.8	34.5	32.1	51.3	51.2	47.4
Jun.		1,401	1,801		27.5	24.2		49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658- 60 (7) AGRICULTURAL MARKETING SERVICE

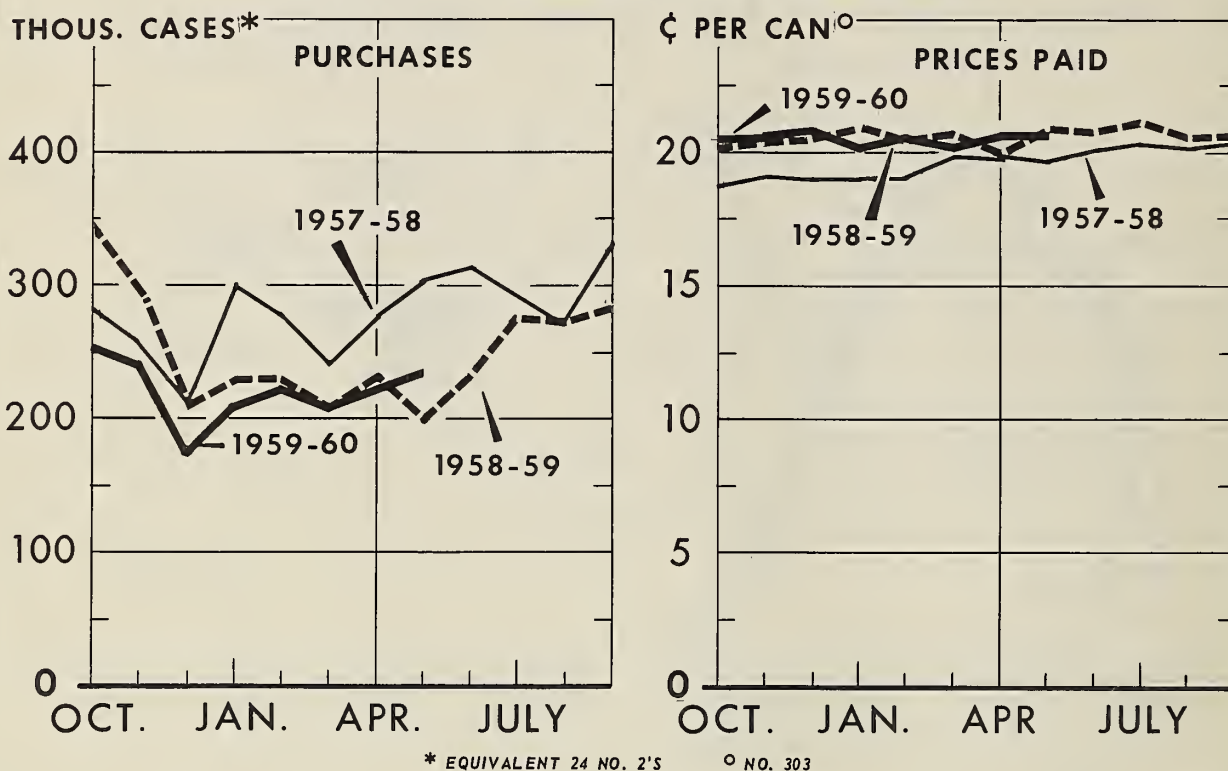
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.	2,414	2,376	2,526	29.5	30.4	31.4	82.6	80.8	74.3
Mar.	2,384	2,178	2,440	29.1	28.2	30.1	85.2	86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.	1,874	1,958	2,153	23.8	26.6	23.7	94.1	91.2	82.1
May	1,160	1,383	1,587	18.2	20.1	18.4	107.3	101.4	91.5
Jun.		774	896		13.2	10.0		111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.		312	421		6.3	5.3		122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

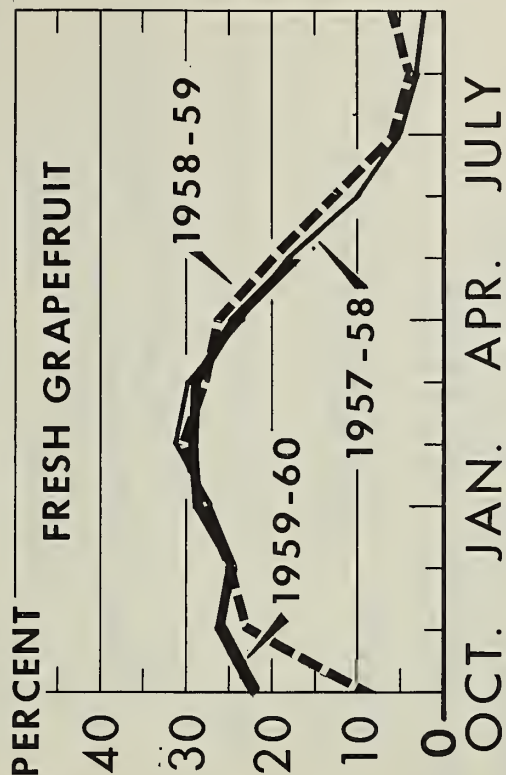
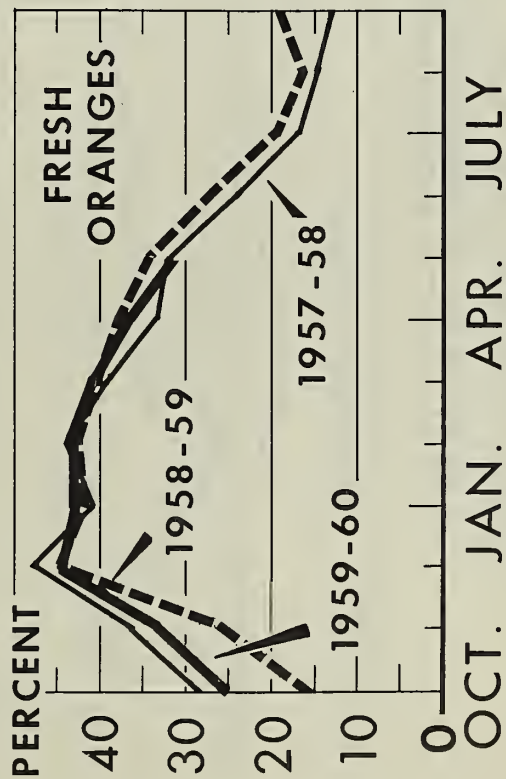
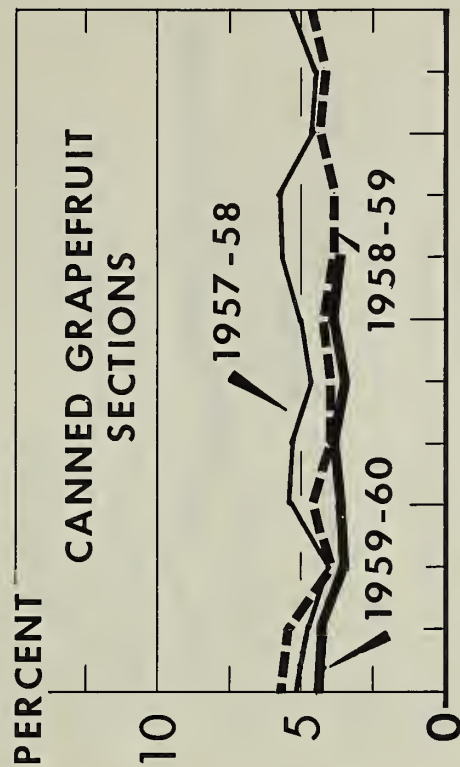
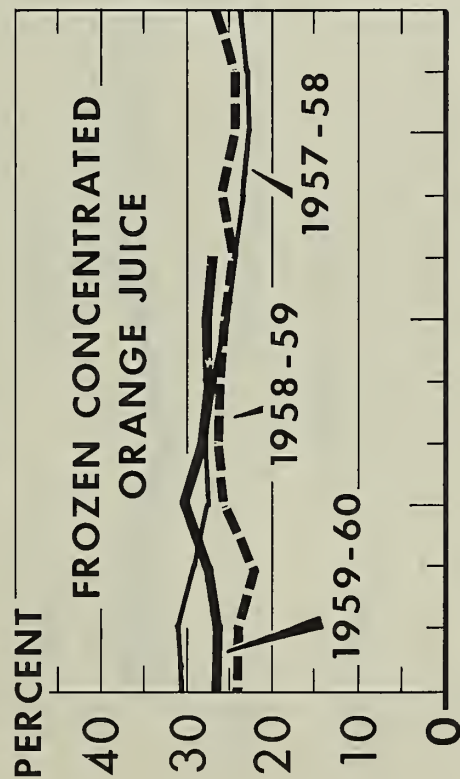
NEG. 6654- 60 (7) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

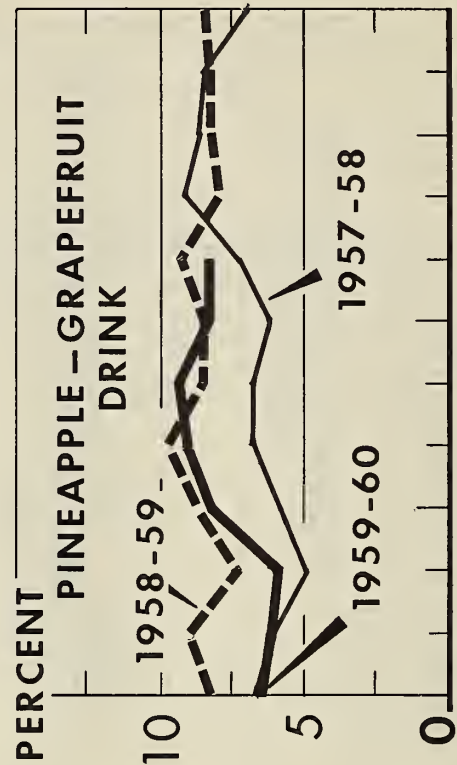
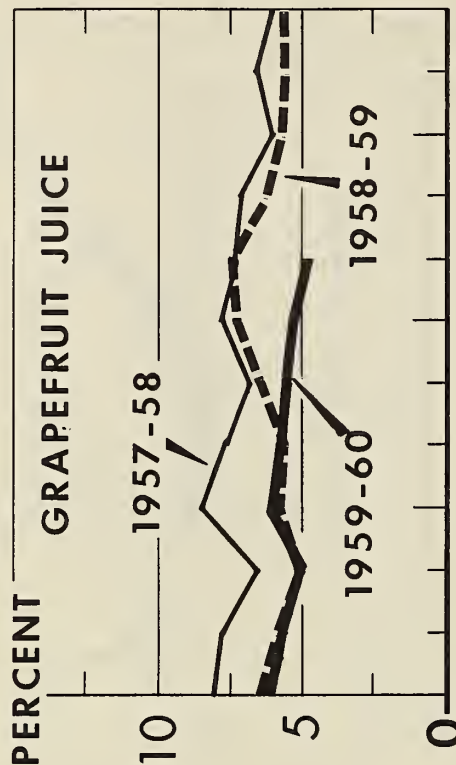
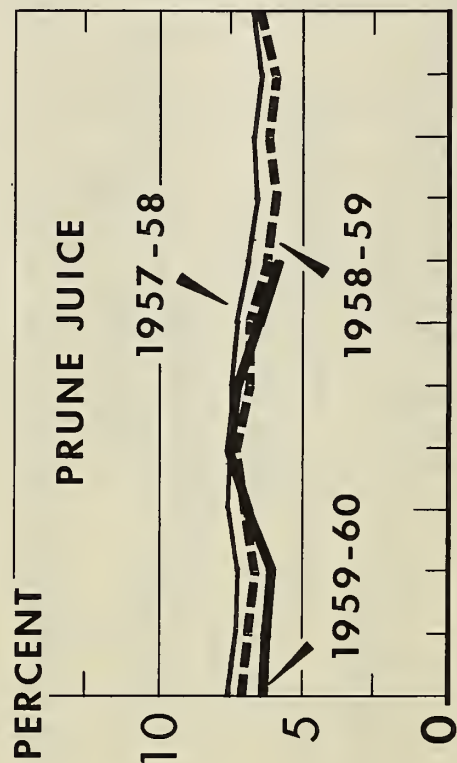
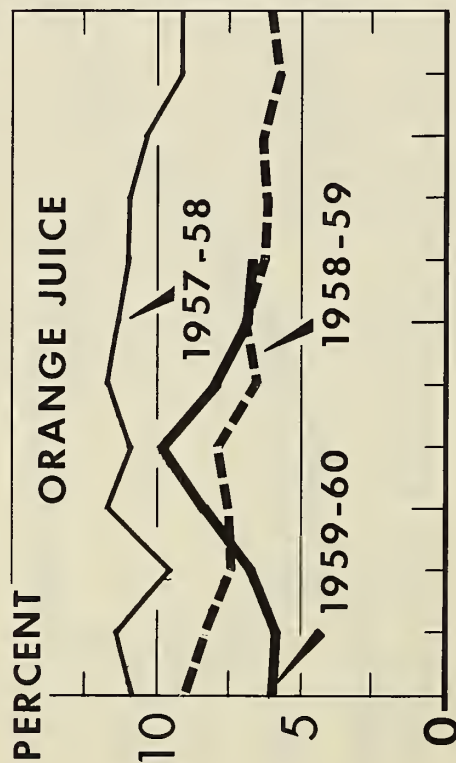
Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.	222	230	279	3.9	4.1	5.3	20.6	20.4	19.0
Mar.	209	209	240	3.5	4.1	4.7	20.2	20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.	220	231	278	3.9	4.3	5.1	20.5	20.1	19.8
May	237	200	303	3.7	3.9	5.7	20.5	20.9	19.7
Jun.		233	312		3.9	5.8		20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT



PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES



OCT. JAN. APR. JULY

OCT. JAN. APR. JULY



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